

Digital Marketing Internship



Project Title	Digital Marketing Internship
Project Summary	The Digital Marketing Intern will support the National Museum of Natural History in growing the outreach strategy for public programming. The Digital Marketing Intern will support all functions related to marketing, social media, and other projects.
Country	United States
Agency	Smithsonian Institution
DoS Office	N/A
Post	N/A
Section	N/A
Number of Interns	1

Project Description

The Digital Marketing Internship is a project focused on increasing the marketing strategy for the local adult public programs offered at the National Museum of Natural History. The selected Intern will be responsible for examining the current promotional outreach plan, and finding creative strategies and outlets to grow the plan. He or She will focus on free marketing platforms, lists, and calendars, and then look for additional cost-associated outlets. He or She will compile this detailed list and research the audience for each, making note of what kind of post and/or graphic works best.

Our programs explore the natural world, and we seek to reach new audiences interested in learning more about the ocean, geology, environmental issues, and so on. Formats range from film screenings to lectures and hands-on activities.

The ideal candidate will have an academic focus in Marketing, Communications, Journalism, Public Relations, or a related field.

Desired Skills Interests

Skill

Adobe Illustrator
Adobe Photoshop
Crowdsourcing
Digital media
Event planning
Instagram
Marketing
Team player
Twitter
Facebook
Museums

Additional Information

None

Language Requirements

None